

AGREEMENT FOR LODGING TAX (CIVIC IMPROVEMENT) FUNDS

THIS AGREEMENT FOR LODGING TAX (CIVIC IMPROVEMENT) FUNDS (this “Agreement”) is entered into the date last below written between the City of Bainbridge Island, a Washington state municipal corporation (the “City”) and Bainbridge Island Chamber of Commerce (the “Recipient”).

WHEREAS, the Recipient submitted a proposal for Lodging Tax/Tourism funds (Civic Improvement Fund) for visitor information services as described in Attachment A (the “Proposal”); and

WHEREAS, upon recommendation of the Lodging Tax Advisory Committee and approval by City Council at their December 1, 2015 meeting, the City has awarded a contract for the Proposal; and

WHEREAS, the Recipient has the expertise and experience to arrange for said services and is willing to do so in accordance with the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, conditions, promises, and agreements set forth herein, it is agreed by and between the City and the Recipient as follows:

1. SERVICES BY RECIPIENT

The Recipient shall arrange for the services as specified in this Agreement and as necessary to accomplish the scope of work described in the Proposal. The Recipient shall arrange for all services, labor and related equipment to conduct and complete the work, except as specifically noted otherwise in this Agreement. The Recipient shall execute this Agreement by June 30, 2016 in order to receive funding, and all goods and services specified in this Agreement shall be provided during calendar year 2016.

Recipient shall identify all Proposal activities in promotional and other business materials as having been funded by the City of Bainbridge Island.

2. PAYMENT

A. The City shall pay the Recipient Fifty-Six Thousand Four Hundred Twenty-Six Dollars (\$56,426) for all services performed and all approved expenses incurred for the sole and specific purpose of accomplishing the scope of work described in the Proposal, to be billed quarterly in equal amounts.

B. The Recipient shall submit quarterly invoices for services performed in a previous quarter in a format acceptable to the City. Each project and each task within a project shall be the subject of a separate invoice. The Recipient shall maintain time and expense records and provide them to the City upon request.

C. All invoices shall be paid by mailing a city check within sixty (60) days of receipt of a proper invoice.

D. If the services rendered do not meet the requirements of this Agreement, the Recipient shall correct or modify the work to comply with this Agreement. The City may withhold payment for such work until it meets the requirements of this Agreement.

3. REPORT ON EXECUTION OF SERVICES

The Recipient shall submit a report on services provided with the final invoice, no later than January 20, 2017. This report should be no longer than two pages long, excluding budget detail, and should follow the outline below:

- Summarize the activities undertaken in providing the work described in Attachment A.
- Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?
- Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?
- Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.
- Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.
- Provide a good faith best-estimate of actual attendance generated by the Proposal in the three categories below:
 - a. Travelers staying overnight in paid accommodations away from their place of residence or business;
 - b. Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles;
 - c. Travelers for the day only and traveling more than 50 miles.
- Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

4. INSPECTION AND AUDIT

The Recipient shall maintain all books, records, documents and other evidence pertaining to the costs and expenses allowable under this Agreement in accordance with generally accepted accounting practices. All such books and records required to be maintained by this Agreement shall be subject to inspection and audit by representatives of the City and/or the Washington State Auditor at all reasonable times, and the Recipient shall afford the proper facilities for such inspection and audit. Representatives of the City and/or the Washington State Auditor may copy such books, accounts and records where necessary to conduct or document an audit. The Recipient shall preserve and make available all such books of account and records for a period of three (3) years after final payment under this Agreement. In the event that any audit or inspection identifies any discrepancy in such financial records, the Recipient shall provide the city with appropriate clarification and/or financial adjustments within thirty (30) calendar days of notification of the discrepancy.

5. INDEPENDENT CONTRACTOR

A. The Recipient and the City understand and expressly agree that the Recipient is an independent contractor in the performance of each and every part of this Agreement. The Recipient expressly represents, warrants and agrees that his status as an independent contractor in the performance of the work and services required under this Agreement is consistent with and meets the six-part independent contractor test set forth in RCW 51.08.195. The Recipient, as an independent contractor, assumes the entire responsibility for carrying out and accomplishing the services required under this Agreement. The Recipient shall make no claim of City employment nor shall claim any related employment benefits, social security, and/or retirement benefits.

B. The Recipient shall be solely responsible for paying all taxes, deductions, and assessments, including but not limited to federal income tax, FICA, social security tax, assessments for unemployment and industrial injury, and other deductions from income which may be required by law or assessed against either party as a result of this Agreement. In the event the City is assessed a tax or assessment as a result of this Agreement, the Recipient shall pay the same before it becomes due.

C. The City may, during the term of this Agreement, engage other independent contractors to perform the same or similar work that the Recipient performs hereunder.

D. The Recipient and any subcontractors shall obtain a business license and, if applicable, pay business and occupation taxes pursuant to Title 5 of the Bainbridge Island Municipal Code.

6. DISCRIMINATION AND COMPLIANCE WITH LAWS

A. The Recipient agrees not to discriminate against any employee or applicant for employment or any other person in the performance of this Agreement because of race, creed, color, national origin, marital status, sex, sexual orientation, age, disability, or other circumstance prohibited by federal, state or local law or ordinance, except for a bona fide occupational qualification.

B. The Recipient shall comply with all federal, state and local laws and ordinances applicable to the work to be done under this Agreement.

C. Violation of this Section 6 shall be a material breach of this Agreement and grounds for cancellation, termination or suspension by the City, in whole or in part, and may result in ineligibility for further work for the City.

7. TERM AND TERMINATION OF AGREEMENT

A. This Agreement shall become effective upon execution by both parties and shall continue in full force until December 31, 2016, unless sooner terminated by either party as provided below.

B. This Agreement may be terminated by either party without cause upon thirty (30) days' written notice to the other party. In the event of termination, all finished or unfinished documents,

reports, or other material or work of the Recipient pursuant to this Agreement shall be submitted to the City, and the Recipient shall be entitled to just and equitable compensation at the rate set forth in Section 2 for any satisfactory work completed prior to the date of termination.

8. OWNERSHIP OF WORK PRODUCT

All data, materials, reports, memoranda and other documents developed under this Agreement whether finished or not shall become the property of the City, shall be forwarded to the City in hard copy and in digital format that is compatible with the City's computer software programs.

9. GENERAL ADMINISTRATION AND MANAGEMENT

The City Manager of the City, or designee, shall be the City's representative, and shall oversee and approve all services to be performed, coordinate all communications, and review and approve all invoices, under this Agreement.

10. HOLD HARMLESS AND INDEMNIFICATION

A. The Recipient agrees to protect, defend, indemnify, and hold harmless the City, its elected officials, officers, employees and agents from any and all claims, demands, losses, liens, liabilities, penalties, fines, lawsuits, and other proceedings and all judgments, awards, costs and expenses (including reasonable attorneys' fees and disbursements) caused by or occurring by reason of any negligent act, error and/or omission of the Recipient, its officers, employees, and/or agents, arising out of or in connection with the performance or non-performance of the services, duties, and obligations required of the Recipient under this Agreement.

B. In the event that the Recipient and the City are both negligent, then the Recipient's liability for indemnification of the City shall be limited to the contributory negligence for any resulting suits, actions, claims, liability, damages, judgments, costs and expenses (including reasonable attorneys' fees and disbursements) that can be apportioned to the Recipient, its officers, employees and agents.

C. The foregoing indemnity is specifically and expressly intended to constitute a waiver of the immunity of the Recipient under Washington's Industrial Insurance Act, RCW Title 51, as respects the other parties only, and only to the extent necessary to provide the indemnified party with a full and complete indemnity of claims made by the employees of the Recipient. The parties acknowledge that these provisions were specifically negotiated and agreed upon by them.

D. The City's inspection or acceptance of any of the Recipient's work when completed shall not be grounds to void, nullify and/or invalidate any of these covenants of indemnification.

E. Nothing contained in this section of this Agreement shall be construed to create a liability or a right of indemnification in any third party.

F. The provisions of this section shall survive the expiration or termination of this Agreement with respect to any event occurring prior to such expiration or termination.

11. INSURANCE

The Recipient shall maintain insurance as follows:

- ☐ Commercial General Liability as described in Attachment B.
- ☒ Directors and Officers Liability as described in Attachment B.
- ☐ Automobile Liability as described in Attachment B.
- ☐ None.

12. SUBLETTING OR ASSIGNING CONTRACT

This Agreement, or any interest herein or claim hereunder, shall not be assigned or transferred in whole or in part by the Recipient to any other person or entity without the prior written consent of the City. In the event that such prior written consent to an assignment is granted, then the assignee shall assume all duties, obligations, and liabilities of the Recipient as stated herein.

13. EXTENT OF AGREEMENT/MODIFICATION

This Agreement, together with attachments or addenda, represents the entire and integrated Agreement between the parties and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended, modified or added to only by written instrument properly signed by both parties.

14. SEVERABILITY

A. If a court of competent jurisdiction holds any part, term or provision of this Agreement to be illegal or invalid, in whole or in part, the validity of the remaining provisions shall not be affected, and the parties' rights and obligations shall be construed and enforced as if the Agreement did not contain the particular provision held to be invalid.

B. If any provision of this Agreement is in direct conflict with any statutory provision of the State of Washington, that provision which may conflict shall be deemed inoperative and null and void insofar as it may conflict, and shall be deemed modified to conform to such statutory provision.

15. FAIR MEANING

The terms of this Agreement shall be given their fair meaning and shall not be construed in favor of or against either party hereto because of authorship. This Agreement shall be deemed to have been drafted by both of the parties.

16. NON-WAIVER

A waiver by either party hereto of a breach by the other party hereto of any covenant or condition of this Agreement shall not impair the right of the party not in default to avail itself of any subsequent breach thereof. Leniency, delay or failure of either party to insist upon strict performance of any agreement, covenant or condition of this Agreement, or to exercise any right herein given in any one or more instances, shall not be construed as a waiver or relinquishment of any such agreement,

covenant, condition or right.

17. NOTICES

Unless stated otherwise herein, all notices and demands shall be in writing and sent or hand-delivered to the parties at their addresses as follows:

To the City: City of Bainbridge Island
 280 Madison Avenue North
 Bainbridge Island, WA 98110
 Attention: City Manager

To the Recipient: Bainbridge Island Chamber of Commerce
 395 Winslow Way East
 Bainbridge Island, WA 98110
 Attention: Executive Director

or to such addresses as the parties may hereafter designate in writing. Notices and/or demands shall be sent by registered or certified mail, postage prepaid, or hand-delivered. Such notices shall be deemed effective when mailed or hand-delivered at the addresses specified above.

18. SURVIVAL

Any provision of this Agreement which imposes an obligation after termination or expiration of this Agreement shall survive the term or expiration of this Agreement and shall be binding on the parties to this Agreement.

19. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of Washington.

20. VENUE

The venue for any action to enforce or interpret this Agreement shall lie in the Superior Court of Washington for Kitsap County, Washington.

21. COUNTERPARTS

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of _____, 2016.

BAINBRIDGE ISLAND CHAMBER
OF COMMERCE

CITY OF BAINBRIDGE ISLAND



By _____

By _____

Douglas Schulze, City Manager

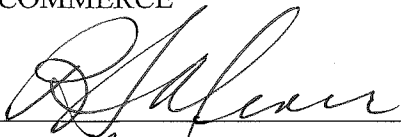
Name _____

Title _____

Tax I.D. 91-0653393

IN WITNESS WHEREOF, the parties have executed this Agreement as of 2/16, 2016.

BAINBRIDGE ISLAND CHAMBER
OF COMMERCE


By 

Name Rex Oliver

Title RESIDENT/CEO

Tax I.D. 91-0653393

CITY OF BAINBRIDGE ISLAND

By 
Douglas Schulze, City Manager

ATTACHMENT A

CITY OF BAINBRIDGE ISLAND 2016 LODGING/TOURISM FUND PROPOSAL COVER SHEET

Project Name: **Bainbridge Island Chamber of Commerce Visitor Information Center**

Name of Applicant Organization: **Bainbridge Island Chamber of Commerce**

Applicant Organization IRS Chapter 501 (c) (3) or 501 (c) (6) status and Tax ID Number:
501 (c) (6). Tax ID Number 91-065339

Date of Incorporation as a Washington State Corporation and UBI Number:
Incorporated in Washington State in 1927 UBI # 603-308-198

Primary Contact: **Rex Oliver**

Mailing Address: **395 Winslow Way E, Bainbridge Island WA, 98110**

Email(s): **roliver@BainbridgeChamber.com**

Day phone: **206-842-3700** Cell phone: **951-532-3001**

Please indicate the type of project(s) described in your proposal:

| <input checked="" type="checkbox"/> | Project Type |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Tourism marketing |
| <input checked="" type="checkbox"/> | Marketing and operations of special events and festivals designed to attract tourists |
| <input checked="" type="checkbox"/> | Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization* |
| <input type="checkbox"/> | Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district* |
| N/A | |

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility **T & C Northeast LLC**

LODGING/TOURISM FUND APPLICATION
NARRATIVE GUIDE
Applicant Information

1. The Chamber of Commerce mission is to:

- a. Promote the Community,
- b. Represent the Interest of Business Before Government,
- c. Provide Networking Opportunities and
- d. Create a Strong Local Sustainable Economy.

The Bainbridge Island Chamber of Commerce dates back to 1927 as an organization dedicated to the betterment of business on the island. The BICC is a 501 (c) (6) not-for-profit organization providing an array of services to its members and the community at large. The Chamber operates the official Visitor Information Centers for the island. The Chamber also works collaboratively with most island organizations to help promote and support their events. The Grand Old Fourth of July, promotion of the Chilly Hilly, and the tourist information kiosk at the ferry terminal all represent the Chamber's successful execution of year-round tourism related marketing efforts and support. The Chamber also maintains a dominant web presence. The Chamber is constantly updating its online information to keep it current and relevant to visitors who access our website from all over the globe. We are also seeing a significant increase in the number of our web visitors who access us through mobile devices.

This past year the Chamber staff and volunteers greeted and directed over 78,000 walking visitors (as of September 1, 2015) to Island events, destinations and businesses. That represents a 6% increase over the previous year. Visitors come from every State in the Union, every province in Canada and over 40 countries around the world. This indicates that our outreach to potential markets needs to be on a global scale. Much of our traffic is derived from tourists who are in Seattle to take cruises. These visitors come in several days ahead of their cruise or stay for several days afterward and are looking for "day trips" or longer to explore the region. Our excellent relationship with the concierges in Seattle, Visit Seattle (formerly the Seattle Convention and Visitors Bureau (SCVB)) visitor information staff and the staff associated with the cruise terminals has generated much of the visitor traffic that comes to the island. Our survey shows that 15% of visitors were referred to us by Seattle hotel concierges.

2. Project Partners.

The Chamber is proud to have many partnerships with organizations on the island. The Bainbridge Island Downtown Association, the Bainbridge Island Lodging Association and the Bainbridge Island Arts and Humanities Council are some of the largest groups. The Chamber actively distributes brochures from each of these groups to the many visitors to the island. The Chamber is also pleased to partner with other organizations on the island such as Bloedel Reserve, Friends of the Farms, KiDiMu, The Bainbridge Island Historical Museum, The Bainbridge Island Museum of Art, the Japanese American Exclusion Memorial, Squeaky Wheels, the Winery Alliance, the North Kitsap Tourism Consortium and many more.

3. Lodging Tax (Civic Improvement) Fund within the last five years (2010-2015).

| | |
|--|----------|
| 2010 Bainbridge Island Visitor Information Center: funded amount | \$7,000 |
| 2011 Bainbridge Island Visitor Information Center: funded amount | \$12,000 |
| 2012 Bainbridge Island Visitor Information Center: funded amount | \$26,000 |
| 2013 Bainbridge Island Visitor Information Center: funded amount | \$10,000 |
| 2013 Weekend Bus Service: funded amount | \$20,000 |
| 2013 Signs Project funded amount | \$5,386 |
| 2014 Bainbridge Island Visitor Information Center: funded amount | \$26,822 |
| 2015 Bainbridge Island Visitor Information Center: funded amount | \$34,817 |

4. Unfunded/incomplete projects

None.

1. Project Information

A. Describe the proposed project.

The proposed program/project is the Bainbridge Island Chamber of Commerce Visitor Information Center. This incorporates all aspects of advertising, marketing, website management, event promotion, community promotion, and operation of tourism facilities.

As part of our mission the Visitor Information Center's (VIC) first objective is to greet and inform visitors/tourists of the current events and attractions they will find on the island to enhance their visit and make their stay on the island a memorable experience.

The initial task of greeting is done at the kiosk located at the ferry terminal and in the main office of the Chamber on Winslow Way. Well-trained, knowledgeable staff and volunteers are critical to the delivery of consistent and reliable visitor information and customer service. The Chamber is committed to staffing the ferry kiosk with a core of paid staff supported by volunteers. Under the supervision of experienced chamber personnel, the main chamber offices on Winslow Way are staffed with enthusiastic and knowledgeable volunteers dedicated to providing visitors with the same reliable visitor information and quality customer service as is found at the kiosk.

Another key component of the mission is to "Promote the Community" using advertising, marketing and communication to both visitors and agencies that promote tourism on the Seattle side of the water as well as those who come to visit us from around the world.

To this end it is necessary to maintain:

- Membership in Visit Seattle (SCVB)
- Membership in the Washington State Tourism Alliance
- Membership in the North Kitsap Tourism Consortium
- Participation in the Seattle Bike Expo with a booth staffed by the Chamber and some of our many island partner organizations.
- Maintaining contact with the Cruise Ship Information Staff
- Maintaining contact with the Concierges of the hotels in Seattle

A significant part of the mission to "Promote the Community" is to continue to provide an exceptional web presence. The majority of our visitors/tourists find us on Google, Yahoo, Bing, Opera and others. The Chamber has determined through Google Analytics that this past year our web information is being accessed by over 30% of our viewers using mobile devices. That being said, we have developed two additional micro websites as part of the whole Chamber web presence. The first was developed last year to facilitate the related information for the Grand Old Fourth Of July event. This site is active and starting in January we anticipate many more unique visitor sessions and page views. With the success of the Grand Old Fourth site, we developed an additional special site using the same formula to feature visitor information. VisitBainbridge.com further enhances current and relevant information for visitors/tourists including: lodging, dining, shopping, recreational activities, culture, relocation and other related topics. Bainbridgechamber.com and visitbainbridge.com both show in the first page of Google when you type in Bainbridge Island.

B. Proposed Services

Advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists.

An important part of the marketing of Bainbridge Island are the full color brochures we prepare in house to provide tourists/visitors with information as to the current places to stay, dine, shop, taste wine, recreate and most importantly where the bathrooms are. A new brochure based on activity levels is the "Lynwood Center" will be produced in 2015. The brochures we produce are printed on an as needed basis and contain the latest information with regards to each of the previously listed categories. The printing, as we have said, is in house and less expensive than using a printing company and the information is current. Each page is two sided and is printed on legal size paper. The costs for this segment of the program are:

| | |
|---|-------------------|
| Printing, paper cost, copy machine lease, staff time8,000 copies | \$6,000.00 |
|---|-------------------|

The Grand Old Fourth of July.

This is the largest community event on Bainbridge Island each year. Estimates put attendance at between 25,000 and 35,000 people depending on the weather.

Featuring a Street Fair, Parade, Classic Car Show, Beer Garden, food and entertainment the Grand Old Fourth is a day-long adventure. Over the years The Grand Old Fourth has become a homecoming for many of our former residents, and a welcoming for those who have chosen to make this their home. The draw for this event is from people from all over the state and into Canada.

The Website designed for this event, www.grandold4th.com, is extremely busy each and every year. The majority of visitors/tourists and local residents used this to find the information they needed. Schedule of events, locations of activities, parking, to the extent that our volunteers at the chamber office noted fewer numbers of phone calls in comparison to previous years. We use this microsite to provide all the statistics needed information for this event.

Planning, coordinating, marketing, staffing and volunteers all contribute to the success of this event

Grand Old Fourth of July

| | |
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| Marketing, event planning, operations, staff costs, materials | \$11,000.00 |
|--|--------------------|

| | |
|---|-----------------|
| Website upkeep, maintenance and ongoing management (Jan to July) | \$750.00 |
|---|-----------------|

| | |
|--|-----------------|
| Proposed staffing due to move of the Rotary Auction (hired staff) | \$670.65 |
|--|-----------------|

| | |
|---|-------------------|
| (Volunteer hours during this event 1,000 hours @ \$9.47/hr. | \$9470.00) |
|---|-------------------|

Operating/Staffing tourism promotion facilities.

The Chamber operates two facilities to meet and greet our visitors/tourists. The main Chamber office on Winslow way is open six days a week, fifty weeks a year. The Chamber also operates the Kiosk at the ferry terminal. This is open seven days a week during the main tourist season from May 1 to September 30. It is opened on weekends during the latter part of the spring shoulder season and the beginning part of the shoulder season in the fall. Under the supervision of experienced chamber personal, the chamber visitor centers are manned by enthusiastic and knowledgeable staff and volunteers dedicated

to providing visitors/tourists with reliable information that is current, relevant and informative. Costs to maintain supervision and staffing are as follows:

| | | | |
|---------------------------|------------------------|---|-------------------|
| Supervision hours: | Shoulder Season | 24 wks. @ 2 hrs./wk. @ \$16.45/hr. = | \$789.60 |
| | High Season | 26 wks. @ 4 hrs./wk. @ \$16.45/hr. = | \$1,710.80 |

| | | | | |
|------------------------|------------------------|------------------------|--|--------------------|
| Staffing hours: | Chamber Office: | Shoulder Season | 24 wks. @ 5 hrs./wk. @ \$15.00/hr. = | \$1,800.00 |
| | | High Season | 26 wks. @ 5 hrs./wk. @ \$15.00/hr. = | \$1,950.00 |
| | Kiosk: | Shoulder Season | 24 wks. @ 20 hrs./wk. @ \$15.00/hr. = | \$7,200.00 |
| | | High Season | 26 wks. @ 30 hrs./wk. @ \$15.00/hr. = | \$11,700.00 |

| | | | |
|-------------------------|------------------------|-----------------------------------|--------------------|
| Volunteer hours: | Chamber office: | 1,850 hours @ \$9.47/hr. = | \$17,519.50 |
| | Kiosk: | 1,000 hours @ \$9.47/hr. = | 9,470.00 |

Developing strategies to expand tourism.

The Chamber is involved in many programs to promote the island to specific demographics. During the course of the year, we attend or participate in several events off island. The Seattle Bike Expo is one of those events. Held in the spring each year, formerly hosted by The Cascade Bicycle club, this event is now part of the Golf, Travel and Leisure Show at the Convention Center. This event brings in excess of 10,000 people both bicyclists and non-cyclists. The Chamber puts together an information booth in partnership with Squeaky Wheels and the Geezers of Fury to promote cycling on the island. One of our premier cycling events is the Chili Hilly in February. There are several other events during the summer months. We partner with many groups on the island to hand out information promoting lodging, dining, shopping, wine tasting, museums and other amenities of the island. The cost of the event is as follows:

| | |
|---|-------------------|
| Seattle Bike Expo.....Staff time, travel, brochures, | \$1,500.00 |
| Booth updates and signage | \$750.00 |

Visit Seattle (formerly the Seattle Convention and Visitors Bureau), membership in which we receive invaluable information regarding tourism in the region. We also receive referrals from their offices and work with their staff to promote the island. We receive the lists of conventions coming to the region and this allows us to contact the convention conveners. Statistical information as to the impact of tourism in the region gives us in insight into which direction our marketing efforts would best be suited.

| | |
|------------------------------------|-----------------|
| Membership in Visit Seattle | \$500.00 |
|------------------------------------|-----------------|

Several years ago the State of Washington eliminated its State Department of Tourism. The industry took it upon itself to look for private funding sources and encourage membership among businesses, chambers and CVB's. This self-supported organization is the Washington Tourism Alliance.

| | |
|--------------------------|-----------------|
| Membership in WTA | \$500.00 |
|--------------------------|-----------------|

Concierge Convention and Show. Each year the concierges of Seattle hold an event to allow companies, suppliers, cities and chambers to come and meet with them on a one on one basis. We are given the opportunity to discuss the needs of their clients and provide information they will pass along to those clients as it relates to visitor/tourist activities on Bainbridge Island.

Booth registration, staff time, travel expenses, printing, display materials
Concierge Convention & Show

\$500.00

Web site Marketing

Over the last couple of years, the Chamber's websites have become the most dominant and dynamic tools used to market our island. Visitors/tourists have moved with the technology and we now find that many of our website page views are from mobile devices. Over the past several years the Chamber has created two sites to augment the main Chamber website. They are "the Grand Old 4th.com" and "VisitBainbridge.com. These sites have shown us the power of our online presence and the need to keep the information current, relative and interesting to our visitors. This past year we added the AVIUS survey tool to allow us to capture visitor information. We have also added Regata, a hotel room aggregator for room bookings on the VisitBainbridge.com site. With the installation of Wi-Fi in Winslow, we find an even greater need for dynamic web presences and the use of our Social Media for marketing. Facebook, Twitter, Pinterest and LinkedIn are also used when we market the island. Following are costs involved in the registration, maintenance and monthly upkeep of the Visitor Information web sites:

| | | |
|--|----------------|------------|
| Maintenance of web sites | \$250/ quarter | \$1,000.00 |
| Registration of URL/server (grandold4th.com) | | \$15.00 |
| Registration of URL/server (visitbainbridge.com) | | \$15.00 |
| AVIUS.... 2nd year statistical analysis cloud storage | | \$600.00 |
| AVIUS...Bouncepad survey unit structure | | \$270.00 |
| Staff time to maintain information 4 hours per week for 50 weeks | \$16.45/ hr. | \$3,290.00 |

C. Operating of a tourism related facility.

Operation of a tourism related facility.

The Chamber operates two facilities for the welcoming of visitors and the distribution of related materials from both the Chamber and all of our partners. The Kiosk at the ferry terminal is leased from Kitsap Transit and has no operations costs. The Kiosk was renovated several years ago and given a fresh coat of paint.

The Main Chamber visitor information area at 395 Winslow Way uses 250 square feet of space out of a total of 2,500 square feet. Proportionate costs for the facility would be 10% of total operating costs as outlined below:

| | | | |
|-------------------|--------------------|------------|-------------------|
| Rent: | \$27,000.00 | 10% | \$2,700.00 |
| Electrical: | 3,314.57 | 10% | 331.45 |
| Janitorial: | 1,880.00 | 10% | 188.00 |
| Phone/Int./Email: | 3,922.64 | 10% | 392.26 |
| Refuse: | 177.00 | 10% | 17.70 |
| Insurance: | <u>2,855.32</u> | 10% | <u>285.53</u> |
| Totals | \$39,149.53 | 10% | \$3,914.95 |

2/A - Expected impact in increased tourism in 2016

In 2015, to the end of September, we have seen an increase of 6 % in the number of visitors/tourists we greeted and counted at both the Kiosk at the ferry terminal and in our office on Winslow Way. Our visitors/tourists come from all 50 States, all Provinces of Canada and over 40 countries from around the world. Visit Seattle has indicated a 3.7% increase in overnight visitors for 2014 and a similar increase projected for 2015 in hotel room bookings. The biggest challenge for Seattle right now is the need for more hotel rooms. There are over 2,000 rooms scheduled to be built in Seattle over the next 5 years. Tourism in this region will have a steady growth for the next several years, and Bainbridge by association will reap the benefits of that growth.

2/B - Expected impact on or increase in overnight stays on the island.

The Chamber, in partnership with the Downtown Association, the North Kitsap Tourism Coalition and the Lodging Association is working on promoting or creating events or activities which will increase overnight stays on Bainbridge. Events such as the Chilly Hilly, Mocha Tsuki Celebration and the Quilt Festival are popular during the off season. During the high season, lodging on the island is at or near maximum capacity. We are working on additional events and activities in the off season to increase overnight stays.

2/C – Projected economic impact on Bainbridge island businesses.

According to Visit Seattle, tourism in the King County region, from which we benefit, \$6.4 Billion was spent by almost 19.2 million overnight visitors. 8.2% of those visitors/tourists were International visitors/tourists. According to the National Travel & Tourism Office of the U.S. Department of Commerce, Travel and Tourism in the US in 2013 was a \$1.5 trillion industry. There were 8 million people employed in the industry and tourism accounted for 2.8% of the national GDP. There were 69.8 million international visitors who spent \$180.7 billion. Based on these statistics we have received from Visit Seattle and the National Travel & Tourism Office, it is reasonable to expect an 8 to 10% increase in visitors/tourists in 2016.

2/D – The project's potential to draw visitors to the island and increase overnight stays.

The Chamber partners with groups on the island as well as the North Kitsap Tourism Coalition which will lead to the promotion of shoulder season events and helps to secure their success. The Chamber is working with groups such as the Quilt Guild to promote their fall Quilt display event, and working with the Japanese American Exclusion Memorial Committee on their Mochi Tsuki festival held in the first week of January. The North Kitsap Tourism Coalition is planning a new event called Spirits and Spirits to take place early in 2016.

2/E – The applicant's demonstrated history of organizational and project success.

The Chamber of Commerce has been welcoming visitors/tourists to the Island for 88 years. Dedicated staff and volunteers who take pride in their island have demonstrated year after year the ability to provide accurate, up to date relevant information on behalf of the businesses and services on the island. Working with many organizations on the island, the Chamber has proven to be a willing partner. Keeping up to date with the latest technology and marketing trends has demonstrated our ability to be current and relevant.

A more recent development is the introduction of BI Ride by Kitsap Transit. This is a direct result of the creation of the Frogopper by the Chamber in the 2013 LTAC funding cycle. The creation of The Grand Old Fourth web site is another example of a great success leading to the development of another program, the new VisitBainbridge.com web site.

2/F – Describe any partnerships with other organizations in the proposed project.

The Chamber is proud to have many partnerships with organizations on the island. The Bainbridge Downtown Association, the Lodging Association and the Bainbridge Island Arts and Humanities Council are some of the largest groups. The Chamber actively distributes brochures and information for each of these groups to the many visitors/tourists to the island. The Chamber is also pleased to partner with other organizations on the island such as

Bloedel Reserve, Squeaky Wheels, KiDiMu, The Bainbridge Island Museum of Art, the Bainbridge Island History Museum, the Japanese American Exclusion Memorial, Kiwanis, the Farmers Market, Rotary and many more.

2/G – Describe to what degree the project goals are measurable.

The Chamber has for many years counted and surveyed visitors/tourists at the Kiosk outside the ferry terminal and in our office on Winslow Way. These records go back to 1998. This gives us a sense of the traffic year over year. As a result of funding from LTAC in 2015, a partnership between the Chamber and the Downtown Association resulted in the installation of a tourism tracking tool named AVIUS. This system will allow us to survey tourists/visitors who are coming to the island or leaving the island. Those statistics will become useful at the end of 2015 and will be passed on to the members of the Chamber and the Downtown Association as they plan their upcoming year. Using Google Analytics we analyze information on our website including; unique visitors, page views, time on line, mobile stats, Country of origin, exit pages, and many other statistics to help us to determine where our information is going and who is using it. We can adjust or augment the information we provide based on the analytics received.

2/H – Describe the degree to which the project will leverage award funds with additional matching funds.

Many of the events or services we listed have a component of volunteer hours or in-kind donations. The Chamber would not be able to do any of these events or offer the services without the help of a very large corps of volunteers. The volunteers who man the phones and greet the visitors/tourists who come to the Chamber office are the backbone of the VIC. These volunteers give countless hours at the Chamber office, the kiosk the Grand Old Fourth and other special projects throughout the year. During the course of the year our volunteers contribute almost 4,000 hours of their time which equates to almost \$40,000. A full accounting of the matching funds is found at the bottom of the budget page.

Supporting Documentation

1. Timeline.

The Time line for this project is January 1, 2016 to December 31, 2106
Specific dates such as the 4th of July are noted in the individual listings.

2. Budget

The budget is attached containing each individual listing and its related costs.

3. Scalability

Project scalability is determined by the projects and their make-up. It stands to reason that a membership in an organization cannot be scaled back. You either belong or you do not. The cost of participating in an event such as the Bike Expo is determined by booth costs and other event related costs. You either pay for the booth or you do not attend. Scaling back for the Grand Old Fourth of July would result in some services not being provided. The cost of maintenance of a website could mean that information is not current and would lead to inaccurate or out of date information. Areas that could be scaled back would include staff hours, the management of the staffing and the printing of tourism related materials.

4. Financial statements are provided following this section.

5. Budget estimates are included in the financial statements.

6. Letter of support are attached

ATTACHMENT B

Insurance against claims for injuries to persons or damage to property arising out of or in connection with the performance of this Agreement by the Recipient, its officers, employees and agents:

A. Commercial General Liability Insurance written on an occurrence basis with limits no less than \$1,000,000.00 combined single limit per occurrence and \$2,000,000.00 aggregate for personal injury, bodily injury and property damage. Coverage shall include, but not be limited to blanket contractual; products/completed operations; broad form property damage; explosion, collapse and underground (XCU) if applicable; and employer's liability.

B. Directors and Officers Liability Insurance with limits no less than \$1,000,000.00 limit per occurrence.

C. Automobile Liability Insurance with limits no less than \$1,000,000.00 combined single limit per accident for bodily injury and property damage.

Before commencing work and services, the Recipient shall provide to the person identified in Section 17 of the Agreement a Certificate of Insurance evidencing the required insurance. City reserves the right to request and receive a certified copy of all required insurance policies.

Any payment of deductible or self-insured retention shall be the sole responsibility of the Recipient. City shall be named as an additional insured on the Commercial General Liability Insurance Policy, with regard to work and services performed by or on behalf of the Recipient, and a copy of the endorsement naming City as an additional insured shall be attached to the Certificate of Insurance.

The insurance policies (1) shall state that coverage shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability; (2) shall be primary insurance with regard to City; and (3) shall state that City will be given at least 30 days' prior written notice of any cancellation, suspension or material change in coverage.